ARCADIAN

Advertiser Letter No 2. 8/3/82

Subject – proposed scheme to get retailers to buy the demo package

ARCADIAN, due out this weekend, will entice subscribers to send me name & address of local retailers.
I will send the dealer a letter similar to the enclosed (any comments?). If he goes for it, he will send back $15 for the demo package. The package will consist of the tape, your advertising material, and an ARCADIAN sample issue.

The tape is ready.
Need your inputs. Decide what you wish to supply as advertising material. We are planning on a quantity of 500 packages, at which point one sheet runs about 3¢ each, or $15 per page of camera-ready art. If you want George Moses to do some artwork for you, contact him directly.
George will make up the package and ship.
All advertisers joining in the scheme will receive a list of the interested retailers for possible individual follow-up.

Jim Miller, doing business as J+J ENTERPRISES (DTL)
P.O. Box 1423 Station 'B'
Burlington, Ontario L7P 4C5,
is interested in handling your products in CANADA, at a 10-15% commission. I now have an account at CANADIAN IMPERIAL BANK of COMMERCE due largely to his leg work. It's a convenience to deposit all Canadian checks & transfer the funds south in one transaction to an affiliated US bank.
Please respond

Bob